

Digital Marketing Methodology Template

PHASE 1 PHASE 2 PHASE 3 PHASE 4 PHASE 5 PHASE 6

DISCOVERY

CONSULTATION

STRATEGY

CONTENT

BUILD

RETAINER

Get started Questionnaire

- ▶ Discovery Call
- Invitation and Statement of work (proposal) for Consultation

In-person consultation (inc. 30 min digital marketing education presentation, Q&A and book)

Deliverables:

- Web strategy health check (audit)
- Marketing grader report
- ► ROI analysis & business case
- Statement of work (proposal) for Strategy

Live, in-person workshop with stakeholders

Handover & review meeting

Deliverables:

- Digital strategy document
- Social media strategy
- Website blueprint
- Statement of work (proposal) forContent and Build

Deliverables:

- Content plan & editorial calendar
- Website copy & anchor blog articles
- Lead magnets & flagship content (PDF downloads)
- Landing page copy
- Marketing funnels / lead nurturing emails
- Social media content
- Content scheduling & promotion

Design:

- User experience (UX) design wireframes & site map
- Visual / graphic design
- Lead magnet design
- Email design

Development:

- Website development
- CRM & software integrations
- Social media setup

Deployment:

- User testing
- Analytics & monitoring
- Client Training
- ► Beta launch & GO LIVE!

Quarterly workshops: review & planning sessions

- ▶ Updates for website
- Content for lead magnets, social media, blogs, videos or podcasts
- Reporting: weekly, monthly, quarterly, annually
- Quarterly focus: Website, Search, Backlinks & Social Media.

Quarterly Reviews:



TIME

15 mins

50% You 50% US

EFFORT



Complimentary

1 Hour

40% You 60% US

\$500 - \$1,00**0**

1 Week

40% You 60% US

\$5,000 - \$50,000

2-4 Weeks

80% US

20% You



\$10,000 - \$100,000 (~2x strategy)

2-6 Weeks

10% You 90% US



\$20,000 - \$200,000 (~4x strategy)

12 month program / ongoing

30% You

*may vary

\$5,000 - \$25,000 per month

BUDGET ESTIMATE

Free Download at www.bluewiremedia.com.au/digital-marketing-methodology-template © 2017 by Bluewire Media v1.0 Bluewire Media @Bluewire Media (Bluewire Media

© 2017 by Bluewire Media v1.0
Copyright holder is licensing this under the Creative Commons License, Attribution 3.0
Please feel free to make this template your own. You can co-brand, re-brand, edit, build upon it and even use it commercially.



70% US